

LAMPIRAN 1 KUESIONER

KUESIONER PENELITIAN

AssalamualaikumWr.Wb,

Bersama ini saya mengharapkan bantuan teman-teman untuk mengisi kuesioner yang saya berikan. Adapun kuesioner ini merupakan survei tentang Peran *Brand Image* sebagai Variabel Mediasi dalam Hubungan antara *Religiosity* dan *Country Of Origin* dengan *Purchase Intention* KFC di Semarang yang akan digunakan sebagai bahan untuk membuat skripsi.

Atas perhatian dan kerja samanya saya mengucapkan terima kasih

Bagian I : Identitas Responden

1. Nama Responden :
2. Jenis Kelamin :
3. Usia :

Isilah daftar pertanyaan di bawah ini yang sesuai dengan pengamatan keadaan yang sebenarnya.

Berikan tanda (X) pada kolom jawaban yang anda pilih dengan ketentuan :

SS = Sangat Setuju N = Netral STS = Sangat Tidak Setuju

S = Setuju TS = Tidak Setuju

No	Pernyataan	SS	S	N	TS	STS
<i>Purchase Intention</i>						
1	Saya selalu membeli produk KFC.					
2	Saya mempercayakan KFC sebagai <i>fastfood</i> yang aman digunakan.					
3	Saya berminat membeli KFC dalam jangka panjang.					
<i>Brand Image</i>						
1	KFC merupakan <i>fastfood</i> yang sudah dikenal oleh masyarakat luas.					
2	KFC terkenal dengan ayamnya yang renyah.					
3	KFC disukai oleh semua kalangan					
<i>Religiosity</i>						
1	Saya selalu menjalani kehidupan sebagai seorang Muslim.					
2	Saya selalu sedekah untuk orang yang kurang mampu.					
3	Saya selalu mendorong orang lain untuk mempercayai Allah SWT.					
4	Saya selalu menjadikan Allah sebagai pembimbing dalam membuat keputusan.					
5	Saya selalu memaafkan orang lain tanpa diminta.					

No	Pernyataan	SS	S	N	TS	STS
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<i>Country of origin</i>					
1	KFC selalu berinovasi dalam produksinya.				
2	KFC memiliki teknologi yang tinggi.				
3	KFC berasal dari negara maju yang memiliki tingkat gengsi tinggi				
4	KFC berasal dari negara maju yang memiliki keunggulan diberbagai aspek				

LAMPIRAN 2 TABULASI DATA

x1.1	x1.2	x1.3	x1.4	x1.5	x1	x2.1	x2.2	x2.3	x2.4	x2
4	4	5	4	5	22	4	5	4	4	17
4	4	5	5	4	22	5	5	5	5	20
4	3	5	5	4	21	4	4	5	4	17
4	4	4	4	3	19	3	4	3	3	13
4	5	5	4	4	22	4	4	5	4	17
5	4	5	5	4	23	4	5	4	5	18
5	5	5	5	5	25	4	5	5	5	19
4	4	5	4	4	21	4	3	4	4	15
4	3	4	4	4	19	4	3	3	4	14
4	4	4	4	4	20	4	4	5	4	17
3	4	4	4	4	19	3	3	3	3	12
4	4	5	4	4	21	4	4	4	4	16
3	4	4	4	3	18	3	3	3	4	13
2	3	4	4	4	17	3	3	3	3	12
4	4	4	4	4	20	5	5	4	5	19
4	4	3	4	5	20	4	4	3	4	15
3	3	4	3	3	16	3	3	2	3	11
5	4	4	4	4	21	4	4	4	4	16

4	3	3	3	3	16	4	4	3	3	14
4	5	5	5	4	23	4	5	4	4	17
5	4	4	4	4	21	5	4	5	4	18
4	5	4	5	4	22	3	3	4	4	14
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4	3	4	3	4	18	3	3	3	3	12
4	5	5	4	4	22	4	5	4	5	18
3	3	3	3	3	15	3	4	4	4	15
3	4	4	4	4	19	4	3	5	4	16
4	4	5	5	5	23	4	5	4	4	17
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3	4	3	4	4	18	4	3	3	3	13
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4	5	5	4	4	22	4	5	4	4	17

5	5	5	5	3	23	4	4	4	4	16
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4	4	4	4	4	20	4	5	4	4	17
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4	3	4	4	3	18	3	4	5	5	17
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y1.1	y1.2	y1.3	y1	y2.1	y2.2	y2.3	y2
4	5	4	13	4	5	4	13
5	4	5	14	5	5	4	14
4	4	3	11	4	4	4	12
3	4	3	10	4	3	3	10
4	5	4	13	3	4	5	12
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4	4	3	11	3	4	3	10
3	5	4	12	4	4	4	12
4	3	4	11	3	3	4	10
3	3	3	9	3	3	3	9
4	5	5	14	5	4	4	13
4	3	4	11	4	4	4	12
3	4	3	10	3	3	3	9

4	4	4	12	4	4	4	12
4	4	4	12	3	4	3	10
4	5	4	13	4	5	4	13
5	4	5	14	4	5	4	13
3	3	4	10	4	4	4	12
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4	5	4	13	4	4	3	11
3	4	3	10	4	4	4	12
4	5	4	13	4	4	5	13
5	4	5	14	5	5	4	14
3	3	4	10	3	4	3	10
4	4	4	12	4	5	4	13
4	3	3	10	4	4	4	12
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4	5	4	13	5	5	4	14
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4	4	5	13	4	4	3	11
4	5	5	14	3	3	4	10
4	4	4	12	5	4	5	14
3	4	4	11	4	4	4	12
4	4	4	12	4	5	3	12
5	4	5	14	5	5	5	15
4	4	4	12	3	3	4	10
4	3	3	10	3	3	3	9
4	4	4	12	4	4	3	11
4	3	3	10	4	3	4	11

4	4	4	12	5	5	4	14
4	5	5	14	5	4	4	13
4	4	3	11	4	4	4	12
3	3	3	9	3	3	3	9
5	4	5	14	4	4	5	13
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3	4	3	10	3	4	4	11
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4	4	5	13	5	4	5	14
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4	4	4	12	4	4	3	11
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4	4	4	12	4	4	4	12
4	3	3	10	4	4	3	11
4	4	4	12	5	4	5	14

3	3	3	9	3	3	4	10
5	4	4	13	4	4	4	12

LAMPIRAN 3 HASIL ANALISIS DATA

ANALISIS DESKRIPTIF

Statistics

		x1.1	x1.2	x1.3	x1.4	x1.5	Religiosity
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.9700	3.9100	4.1800	4.2000	3.9500	20.2100
Std. Deviation		.68836	.72607	.65721	.61955	.65713	2.38385

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	22	22.0	22.0	23.0

	4.00	56	56.0	56.0	79.0
	5.00	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	28	28.0	28.0	29.0
	4.00	50	50.0	50.0	79.0
	5.00	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	14	14.0	14.0	14.0
	4.00	54	54.0	54.0	68.0
	5.00	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	11	11.0	11.0	11.0
	4.00	58	58.0	58.0	69.0

5.00	31	31.0	31.0	100.0
Total	100	100.0	100.0	

x1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	24	24.0	24.0	24.0
	4.00	57	57.0	57.0	81.0
	5.00	19	19.0	19.0	100.0
Total		100	100.0	100.0	

Statistics

		x2.1	x2.2	x2.3	x2.4	Country of Origin
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.8700	3.9300	3.9500	3.9200	15.6700
Std. Deviation		.77401	.81965	.75712	.77434	2.68575

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	25	25.0	25.0	29.0
	4.00	51	51.0	51.0	80.0
	5.00	20	20.0	20.0	100.0
Total		100	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	25	25.0	25.0	29.0

	4.00	45	45.0	45.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	25	25.0	25.0	27.0
	4.00	49	49.0	49.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

x2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	25	25.0	25.0	28.0
	4.00	49	49.0	49.0	77.0
	5.00	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Statistics

		y1.1	y1.2	y1.3	Brand Image
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.9300	3.9100	4.0100	11.8500
Std. Deviation		.65528	.72607	.77192	1.77738

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	22	22.0	22.0	23.0
	4.00	60	60.0	60.0	83.0

5.00	17	17.0	17.0	100.0
Total	100	100.0	100.0	

y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	2.0	2.0	2.0
3.00	25	25.0	25.0	27.0
4.00	53	53.0	53.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.0	1.0	1.0
3.00	26	26.0	26.0	27.0
4.00	44	44.0	44.0	71.0
5.00	29	29.0	29.0	100.0
Total	100	100.0	100.0	

Statistics

	y2.1	y2.2	y2.3	Purchase Intention
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	3.9100	4.0400	3.9400	11.8900
Std. Deviation	.68306	.69515	.67898	1.68112

y2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	28	28.0	28.0	28.0

4.00	53	53.0	53.0	81.0
5.00	19	19.0	19.0	100.0
Total	100	100.0	100.0	

y2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	22	22.0	22.0	22.0
4.00	52	52.0	52.0	74.0
5.00	26	26.0	26.0	100.0
Total	100	100.0	100.0	

y2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	26	26.0	26.0	26.0
4.00	54	54.0	54.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

HASIL UJI VALIDITAS

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	Religiosity
x1.1	Pearson Correlation	1	.459**	.302**	.417**	.332**	.712**
	Sig. (2-tailed)		.000	.002	.000	.001	.000
	N	100	100	100	100	100	100
x1.2	Pearson Correlation	.459**	1	.436**	.490**	.435**	.805**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
x1.3	Pearson Correlation	.302**	.436**	1	.506**	.161	.672**
	Sig. (2-tailed)	.002	.000		.000	.109	.000
	N	100	100	100	100	100	100

x1.4	Pearson Correlation	.417**	.490**	.506**	1	.273**	.744**
	Sig. (2-tailed)	.000	.000	.000		.006	.000
	N	100	100	100	100	100	100
x1.5	Pearson Correlation	.332**	.435**	.161	.273**	1	.619**
	Sig. (2-tailed)	.001	.000	.109	.006		.000
	N	100	100	100	100	100	100
Religiosity	Pearson Correlation	.712**	.805**	.672**	.744**	.619**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		x2.1	x2.2	x2.3	x2.4	Country of Origin
x2.1	Pearson Correlation	1	.702**	.592**	.606**	.844**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x2.2	Pearson Correlation	.702**	1	.564**	.755**	.884**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x2.3	Pearson Correlation	.592**	.564**	1	.682**	.821**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x2.4	Pearson Correlation	.606**	.755**	.682**	1	.886**
	Sig. (2-tailed)	.000	.000	.000		.000

	N	100	100	100	100	100
Country of Origin	Pearson Correlation	.844**	.884**	.821**	.886**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		y1.1	y1.2	y1.3	Brand Image
y1.1	Pearson Correlation	1	.475**	.600**	.823**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.475**	1	.488**	.796**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.600**	.488**	1	.855**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Brand Image	Pearson Correlation	.823**	.796**	.855**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		y2.1	y2.2	y2.3	Purchase Intention
y2.1	Pearson Correlation	1	.603**	.511**	.862**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y2.2	Pearson Correlation	.603**	1	.390**	.816**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y2.3	Pearson Correlation	.511**	.390**	1	.773**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Purchase Intention	Pearson Correlation	.862**	.816**	.773**	1

Sig. (2-tailed)	.000	.000	.000	
N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

HASIL UJI RELIABILITAS

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.755	5

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.882	4

Y1

Reliability Statistics

Cronbach's Alpha	N of Items
.763	3

Y2

Reliability Statistics

Cronbach's Alpha	N of Items
.751	3

HASIL UJI REGRESI LINIER BERGANDA**Output Regresi persamaan 1****Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Country of Origin , Religiosity ^b		Enter

a. Dependent Variable: Brand Image

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 ^a	.523	.513	1.24006

a. Predictors: (Constant), Country of Origin , Religiosity

b. Dependent Variable: Brand Image

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163.588	2	81.794	53.190	.000 ^b
	Residual	149.162	97	1.538		
	Total	312.750	99			

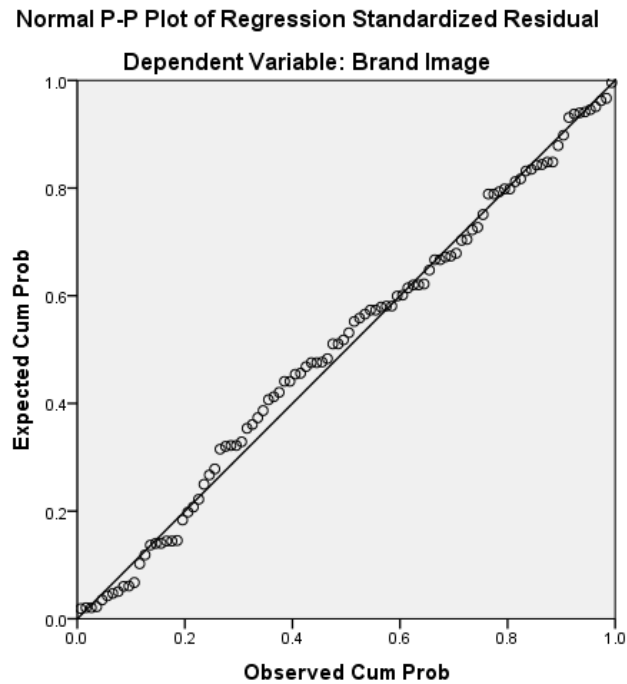
a. Dependent Variable: Brand Image

b. Predictors: (Constant), Country of Origin , Religiosity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.272	1.088		1.169	.245
	Religiosity	.305	.060	.409	5.048	.000
	Country of Origin	.282	.054	.425	5.249	.000

a. Dependent Variable: Brand Image



NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.22747301
Most Extreme Differences	Absolute	.060
	Positive	.047
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Coefficients^a

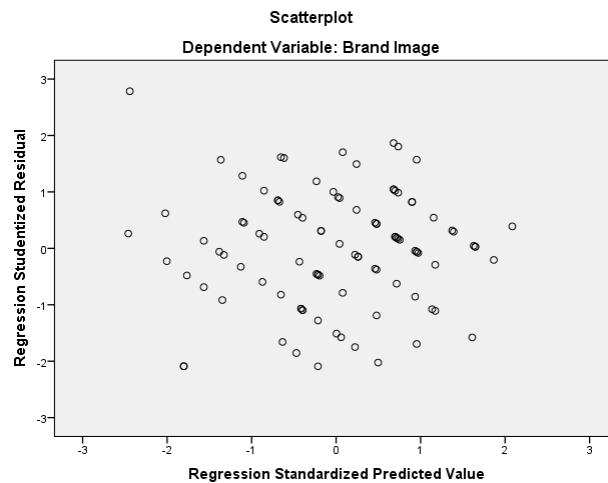
Model		Collinearity Statistics	
		Tolerance	VIF
1	Religiosity	.748	1.336
	Country of Origin	.748	1.336

a. Dependent Variable: Brand Image

Uji gletser**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.353	.653		3.602	.001
	Religiosity	-.057	.036	-.180	-1.566	.121
	Country of Origin	-.015	.032	-.055	-.477	.635

a. Dependent Variable: Absres1



Output Regresi persamaan 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Image , Religiosity, Country of Origin ^b		Enter

a. Dependent Variable: Purchase Intention

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790 ^a	.624	.612	1.04723

a. Predictors: (Constant), Brand Image , Religiosity, Country of Origin

b. Dependent Variable: Purchase Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.508	3	58.169	53.041	.000 ^b
	Residual	105.282	96	1.097		
	Total	279.790	99			

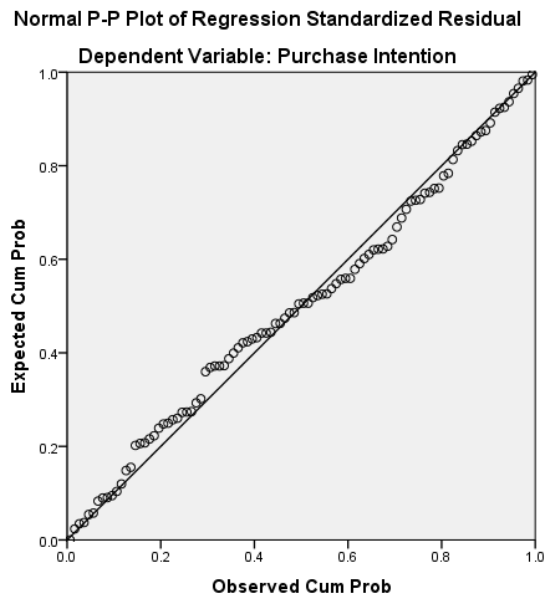
a. Dependent Variable: Purchase Intention

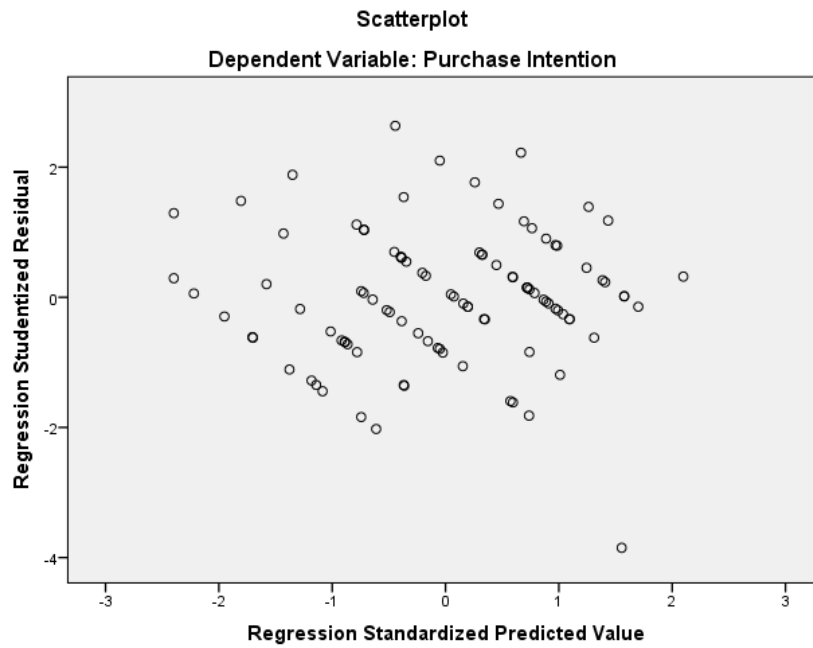
b. Predictors: (Constant), Brand Image , Religiosity, Country of Origin

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.087	.925		1.174	.243
	Religiosity	.194	.057	.275	3.382	.001
	Country of Origin	.164	.051	.262	3.201	.002
	Brand Image	.364	.086	.384	4.241	.000

a. Dependent Variable: Purchase Intention





NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	1.03123947
Most Extreme Differences	Absolute	.068
	Positive	.060
	Negative	-.068
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Coefficients^a

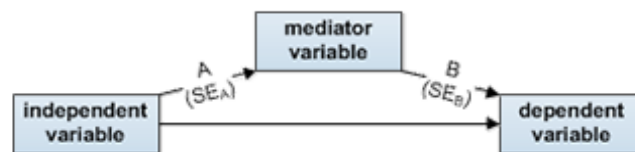
Model		Collinearity Statistics	
		Tolerance	VIF
1	Religiosity	.593	1.687
	Country of Origin	.583	1.716
	Brand Image	.477	2.097

a. Dependent Variable: Purchase Intention

Uji gletser**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.346	.610		2.207	.030
	Religiosity	-.028	.038	-.099	-.752	.454
	Country of Origin	-.028	.034	-.108	-.814	.418
	Brand Image	.036	.057	.093	.637	.525

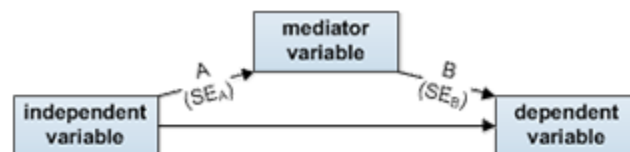
a. Dependent Variable: Absres2

A: ?B: ?SE_A: ?SE_B: ?**Calculate!**

Sobel test statistic: 3.25265903

One-tailed probability: 0.00057165

Two-tailed probability: 0.00114331

A: ?B: ?SE_A: ?SE_B: ?**Calculate!**

Sobel test statistic: 3.28818009

One-tailed probability: 0.00050419

Two-tailed probability: 0.00100837